



ToyotaCare
No Cost Service & Roadside

Let's go places.

Toyota drivers love to embrace new things and find new adventures. They just can't sit still. And proper vehicle maintenance is key to helping keep your Toyota safe, dependable and ready to explore. That's why we include a no cost maintenance plan with the purchase or lease of every new Toyota for 2 years or 25,000 miles, whichever comes first. 24-hour roadside assistance is also included for 2 years and unlimited miles from the effective date. Plus, as a Prius Prime owner, your vehicle includes an additional year of roadside assistance, for a total of 3 years. For all the details and exclusions, please call, visit online or stop by your local Toyota dealer today. Valid only in the continental U.S. and Alaska. Let's drive with confidence. Welcome to the ToyotaCare advantage.



toyota.com
1-800-GO-TOYOTA

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04007 (10/16) 00616-17PRIIPRIME
Litho in U.S.A. Options shown.

2017 Prius Prime



 **Let's
Go
Places**

Imagine the new possible. The all-new 2017 Toyota Prius Prime.

Let's put limits in the rearview mirror. Introducing the all-new Prius Prime, the most efficient Toyota hybrid yet. With the power to run in either EV¹ or hybrid driving modes, Prime strikes a harmonious balance between necessity and desire. Designed with intelligent tech, premium materials and thoughtful engineering, Prime represents the next step of our continuous quest to reach more efficient mobility, without compromise. It's time to make the drive toward a better tomorrow even better. And above all, it's time to make the drive fun again. Let's go places.



Advanced shown in Magnetic Gray Metallic.
See numbered footnotes in Disclosures section.

Discover a new freedom that takes you further.

Let's charge toward the next exciting chapter where our vehicles can aim even higher. Prius Prime's EPA-estimated total driving range of 640 miles² helps you challenge what's possible. A larger battery pack also helps elevate your efficiency — it's one of the many reasons why Prime is EPA estimated at 25 miles³ in EV Mode.¹ It's enough to cover most commutes, and if you need more, Toyota's proven hybrid technology invites even longer road trips. Prime's new name comes with a signature design that helps improve aerodynamics and creates a lasting impression. The powertrain is a Toyota first, thanks to a dual motor drive system that improves acceleration in EV Mode¹ for a fun drive. It's an exhilarating experience that elevates your possibilities.



—
"Let's see what lies ahead.
Let's make the impossible possible."
—



¹Advanced shown in Magnetic Gray Metallic.
²See numbered footnotes in Disclosures section.

Innovative touches with style to match.

Prius Prime is designed to enhance your drive with innovation that lies above and beneath the surface of the artfully sculpted exterior. Purposeful, aerodynamic elements and lightweight components come together to help increase your efficiency to an impressive EPA-estimated 133 MPGe.⁴ Prime strikes the perfect balance between its elevated efficiency and eye-catching style. It's an uncompromising approach that ensures you'll enjoy every moment.



CARBON-FIBER-REINFORCED-POLYMER REAR HATCH

Prime's rear hatch is made of carbon-fiber-reinforced polymer, a first for Toyota. This strong yet lightweight material makes opening and closing the hatch effortless. Found only on Prime, the dual-wave rear glass design flows seamlessly into the rear spoiler, helping reduce air resistance. Advanced aerodynamics and lightweight materials like these help increase efficiency and elevate your drive.

STANDARD LED LIGHTING

Prime features visually striking Quad-LED projector headlights, available LED fog lights and accent lights to help you see more of what matters. Bright and efficient, the rear taillights are also equipped with LEDs that consume less energy.

15-IN. ALLOY WHEELS

Prime's lightweight aluminum alloy wheels are designed to perform. The low-rolling resistance tires and wind-cheating wheel covers help enhance fuel efficiency and make your drive a quiet, comfortable one.



Plus shown in Titanium Glow.



A display as big as your imagination.

Prime has innovative tech that you just can't miss. Its available 11.6-in. HD multimedia display is Toyota's most impressive yet. Intuitive pinch, zoom, tap and swipe gestures create a familiar smartphone-like experience while giving you easy access to the features that matter most. So whether you're using the Entune® App Suite⁵ to plan your next night out, or using the navigation⁶ to help you get there, you've got the power to do it all.



MULTI-INFORMATION DISPLAY (MID)

The customizable 4.2-in. color dual Multi-Information Display screens let you keep track of Prime's vitals at a glance. Use the steering wheel-mounted controls to keep track of real-time driving data, up-to-date fuel economy, energy use, and more — all while keeping both hands on the wheel.



REMOTE CLIMATE⁷

Take control and use your smartphone with the available Prime apps⁸, including the Remote Climate app. This way, you can check your Prime's current temperature setting and change it to your liking — all before you even get in. When Prime is plugged in, the power used for Remote Climate is pulled straight from the grid so your battery keeps its charge. Now your comfort is always within reach.



INTELLIGENT DRIVE COACH

This available intelligent technology, called Predictive Efficient Drive⁹, helps boost fuel efficiency by learning your routine stopping patterns. When approaching a recorded stop, an icon will display and suggest the optimal time to release the accelerator. Regenerative braking also activates sooner to recover more energy for the hybrid battery.

Advanced interior shown in Black SofTex® trim.

Watching your back. So you can move ahead with confidence.

Enjoy every journey, from crosstown to cross country, all from inside Prius Prime. Everything has been purposefully designed with an uncompromising approach to serve your needs. And Prime's innovative technologies like available Intelligent Clearance Sonar (ICS)¹⁰ with Intelligent Parking Assist (IPA)¹¹ help lessen the challenges found in the everyday drive. It's smart tech and comfort designed to give you the peace of mind to focus on the drive ahead.



INTELLIGENT CLEARANCE SONAR¹⁰

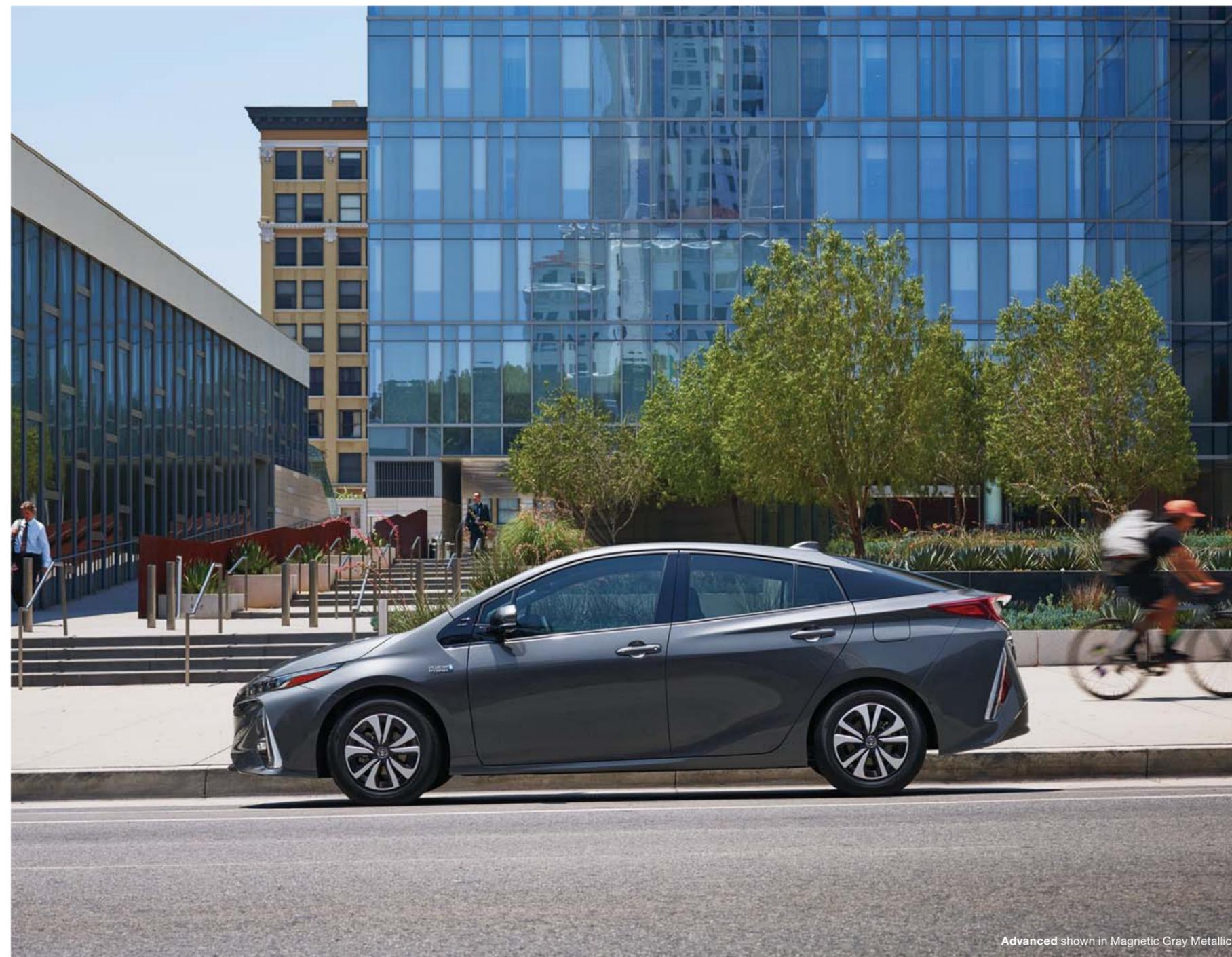
Be aware of what's around you. As you park, available Intelligent Clearance Sonar is designed to scan for stationary objects like walls or posts that are within close proximity. If Prime anticipates a collision, an audible and visual alert will be emitted, engine or motor output reduced, and if needed, the brakes will automatically be applied to help bring Prime to a halt.

BACKUP CAMERA¹²

When in Reverse, Prime's standard integrated backup camera uses a wide-angle lens to display a large viewing area. Clearly marked lines on the screen show the distance, giving you more confidence to get out of any spot — tricky or not.

INTELLIGENT PARKING ASSIST¹¹

Available Intelligent Parking Assist helps you navigate and conquer those difficult parking situations with the push of a button. Prime automatically controls the steering wheel while you control the gas and brake, and helps guide you into an open parking space.



Advanced shown in Magnetic Gray Metallic.

See numbered footnotes in Disclosures section.



Advanced interior shown in Black SofTex® trim.

Amenities that meet your aspirations.

Prime's cabin features a modern design and premium materials throughout. Thoughtful interior touches delight the senses while smart tech brings convenience and innovative thinking to every trip. Prime's front seats feature deep bolsters to help keep you in place when the road twists, for extra confidence behind the wheel.



COLOR HEAD-UP DISPLAY (HUD)

Prius Prime's available color Head-Up Display uses aircraft-inspired technology to project information about your drive on the windshield, where it's convenient to see. Easily view the current speed, energy monitor, turn-by-turn navigation directions, battery charge, and Toyota Safety Sense™ (TSS)¹³ alerts — all without taking your eyes off the road.



HEATED STEERING WHEEL

Prime's available heated steering wheel warms things up when it's cold outside. Once you're comfortable, you can use the steering wheel-mounted controls for quick access to audio, phone, climate and the Multi-Information Display.



JBL® PREMIUM AUDIO SYSTEM

Sound all around. The available JBL® Premium Audio features ten JBL® GreenEdge™ speakers to amplify output from less energy. What you hear is clear sound imaging that will elevate any drive. You can also use the USB port¹⁴ or Bluetooth®¹⁵ hands-free wireless technology to bring your favorite playlist, and backup singers, along for the ride.¹⁶

INTERIOR CONVENIENCE



Advanced interior shown in Black SofTex® trim.



60/40 SPLIT FOLD-DOWN REAR SEATS

Prime's 60/40 split fold-down rear seats fold to maximize cargo space and versatility. With 19.8 cu. ft. of space, the largest cargo capacity in its class,⁵² it will help you enjoy even more room — and more adventures.¹⁷

QI-COMPATIBLE WIRELESS SMARTPHONE CHARGING¹⁸

With Prime's available Qi-compatible wireless smartphone charging, you can charge your Qi-compatible smartphone or other compatible device without wires or worry. Place it on the nonslip holder and charge up before getting to your destination.



STANDARD HEATED FRONT SEATS

Prime comes with standard heated front seats, so the comfort of you and your passenger is a top priority.

See numbered footnotes in Disclosures section.

All the range without the anxiety.

Every last detail of Prius Prime has been optimized to help make it the most advanced — and efficient — Prius yet. Advanced, lightweight materials, like the Toyota-first carbon-fiber-reinforced-polymer rear hatch, proven hybrid technology and an optimized Plug-in Hybrid Vehicle (PHV) system all play their part to enhance Prius Prime's performance while maximizing efficiency. Simply charge from a standard household outlet¹⁹ and go even farther.



EV MODE¹

With a charged battery, the driver can experience electrifying performance. Prius Prime features a Toyota-first dual motor generator drive system that gives a fun acceleration feel and enables electric driving mode at full highway speeds. The system's output and regeneration conditions are clearly displayed in real-time on the MID, so you can see your efficiency in action.



HV/EV AUTO DRIVE MODES

Prime also offers two other driving modes so that the driver stays in control: EV Auto Mode⁵⁹ and HV Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to optimize your efficiency. HV Mode efficiently combines the gas engine and electrical power from the HV battery to drive Prime.



CHARGE SCHEDULING

Charge scheduling gives you the option to charge during off-peak hours to help reduce electricity costs and support efficient grid usage in your community. Simply program your preferred charge start or departure time from Prime so it can be topped off and ready to roll when you are. And, you can even start your charge from afar through the available Prime apps.⁸



Premium shown in Blue Magnetism.

TOYOTA SAFETY SENSE™ (TSS)

Active safety comes standard.

Prius Prime's standard Toyota Safety Sense™ P (TSS-P)¹³ is an active safety package that combines the Pre-Collision System²⁰ with Pedestrian Detection²¹ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA),²² Automatic High Beams (AHB)²³ and Full-Speed Range Dynamic Radar Cruise Control (DRCC)²⁴ to assist you. TSS-P's comprehensive features create in-the-moment safety designed to help keep you safe under certain circumstances.



Advanced shown in Magnetic Gray Metallic; Plus shown in Titanium Glow.

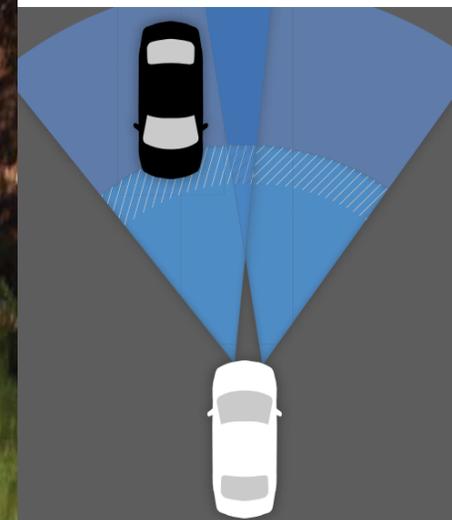
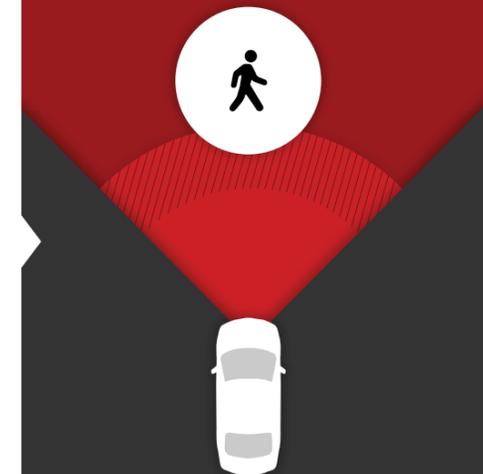


LANE DEPARTURE ALERT WITH STEERING ASSIST²²

If an inadvertent lane departure is detected and there are visible lane markings, the Lane Departure Alert system will issue both an audible alert and visual warning on the MID screen. If the system determines that the driver is not taking corrective steering action, the Steering Assist function will initiate and provide gentle corrective steering when necessary to help keep the vehicle in the lane.

PRE-COLLISION SYSTEM²⁰ WITH PEDESTRIAN DETECTION²¹

Pre-Collision System with Pedestrian Detection helps keep the road safe by detecting a vehicle or a pedestrian in certain situations. By combining millimeter-wave radar with a camera capable of shape recognition, the system provides an audio/visual alert warning you of a possible collision with a pedestrian under certain circumstances. If you don't react, automatic braking support helps mitigate the potential for a collision.



AUTOMATIC HIGH BEAMS²³

Prime enhances visibility and helps make nighttime driving safe. The Automatic High Beam system uses a camera to help detect oncoming vehicles as far away as 2000 feet and, depending on the circumstances, it can automatically switch the high beams on and off, helping make it easier for other drivers on the road.

See numbered footnotes in Disclosures section.

Smart tech for a safe drive.

Prepare for the unexpected. Prius Prime comes standard with an advanced suite of six safety features. The Star Safety System™ includes Enhanced Vehicle Stability Control (VSC),²⁵ Traction Control (TRAC), Anti-Lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²⁶ and Smart Stop Technology® (SST).²⁷ Prime also comes with eight airbags,²⁸ including a driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, front and rear side curtain airbags, a driver's knee airbag and a front passenger seat cushion airbag, to help you drive with more confidence.



RAIN-SENSING WIPERS

Keeping your view clear. Between light rain and heavy downpours, Prime's available rain-sensing variable windshield wipers can be set to automatically activate depending on the amount of rain on the windshield and the speed of the car. It's a convenience that helps you stay focused on the road.



BLIND SPOT MONITOR (BSM)²⁹

See more of what matters. When a vehicle in the next lane enters your vehicle's blind spot on either side, the available Blind Spot Monitor is designed to illuminate the indicator in that sideview mirror. If you continue to signal a lane change to that lane, the indicator will flash to get your attention.



REAR CROSS-TRAFFIC ALERT (RCTA)³⁰

Watching out for you. In Reverse, Prime's available Rear Cross-Traffic Alert uses sensors to detect vehicles approaching from either side. If the system senses cross traffic, it warns you by flashing the side mirror indicators and sounding a warning tone.



Advanced shown in Blue Magnetism.

See numbered footnotes in Disclosures section.



Plus

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg³¹
- 133 EPA-estimated MPGe⁴
- 640-mile EPA-estimated total driving range²
- 25-mile EPA-estimated EV Mode¹ driving range³

Exterior Features

- Quad-LED projector headlights with auto level control and auto-off feature
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- Patterned acrylic grille overlay with active grille shutter
- Heated power outside mirrors with folding feature
- 15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires
- Washer-linked variable intermittent windshield wipers
- Dual-wave rear glass design
- Carbon-fiber-reinforced-polymer rear hatch
- Charge port with illumination and charging indicator light

Interior Features

- Remote A/C System⁷
- Smart-flow climate control system with pollen filtration
- Entune™ Premium Audio with Integrated Navigation⁶ and App Suite⁵ — includes Entune™ Multimedia Bundle⁴³ (7-in. high-resolution touch-screen with split-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port¹⁴ with iPod^{®44} connectivity and control, advanced voice recognition,³⁵ hands-free phone capability, phone book access and music streaming¹⁶ via *Bluetooth*^{®15} wireless technology), Siri[®] Eyes Free³² Entune[®] App Suite⁵; HD Radio™³⁴ Technology, HD Radio™ Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, Gracenote[®] album cover art and integrated backup camera¹² display. Access to Entune[®] App Suite⁵ is subscription-free. See toyota.com/entune for details.
- Entune[®] App Suite⁵ — includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable[®] Pandora^{®38} Facebook Places, Yelp[®] and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune[®] App Suite⁵ is subscription-free. See toyota.com/entune for details.
- Integrated backup camera¹²
- 4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and Eco Score, Eco Savings Record, Drive Monitor, Eco Diary, climate control, driver support systems, audio system content, and navigation system content
- 4-passenger seating with 60/40 split fold-down rear seats with center armrest with cup holders and center console

- SofTex[®]-trimmed tilt/telescopic steering wheel with audio, climate, Multi-Information Display (MID) and *Bluetooth*^{®15} hands-free phone controls
- Digital instrumentation with speedometer, hybrid system power meter, fuel gauge, odometer, current fuel economy, shift-position indicator, EV/hybrid mode indicator, and drive mode indicator
- Fabric-trimmed heated front seats with armrests and seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- Smart Key System³⁷ on driver's door with Push Button Start
- Power windows with auto up/down
- Dual sun visors with illuminated vanity mirrors
- Power door locks
- Rear center console with armrest, storage compartment and two rear cup/bottle holders
- Cargo area lightweight tonneau cover
- One front and one rear 12V auxiliary power outlets
- One front USB power outlet¹⁴
- Rear dome light
- Cargo area light
- Front-door storage pockets with sculpted bottle holders; rear-door storage bottle holders
- Foot pedal parking brake
- Charge cable for standard outlet (120V)¹⁹

Safety Features

- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC),²⁵ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²⁶ and Smart Stop Technology[®] (SST)²⁷
- Driver and front passenger Advanced Airbag System²⁸
- Driver and front passenger front seat-mounted side airbags, passenger seat cushion airbag, driver's knee airbag and front and rear side curtain airbags²⁸
- Toyota Safety Sense™ P (TSS-P)¹³ — Pre-Collision System²⁰ with Pedestrian Detection²¹ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA)²² Automatic High Beams (AHB)²³ and Full-Speed Range Dynamic Radar Cruise Control (DRCC)²⁴
- LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on rear seats
- Tire Pressure Monitor System (TPMS)³⁶
- Vehicle Proximity Notification System (VPNS)³⁹
- Hill Start Assist Control (HAC)⁴⁰
- Engine immobilizer⁴¹
- Tire Repair System
- Additional year of roadside assistance⁴² for a total of 3 years of roadside assistance from date of purchase



Premium

Adds to or replaces features offered on Plus

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg³¹
- 133 EPA-estimated MPGe⁴
- 640-mile EPA-estimated total driving range²
- 25-mile EPA-estimated EV Mode¹ driving range³

Exterior Features

- Quad-LED projector headlights with auto level control and auto on/off feature
- Smart charging cable lock

Interior Features

- Entune™ Premium Audio with Integrated Navigation⁶ and App Suite⁵ — includes Entune™ Multimedia Bundle⁴³ (**11.6-in. HD multimedia display**, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port¹⁴ with iPod^{®44} connectivity and control, advanced voice recognition,³⁵ hands-free phone capability, phone book access and music streaming¹⁶ via *Bluetooth*^{®15} wireless technology), Siri[®] Eyes Free,³² Entune[®] App Suite⁵; HD Radio™³⁴ Technology, HD Radio™ Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, Gracenote[®] album cover art, Charging Station Map and integrated backup camera¹² display. Access to Entune[®] App Suite⁵ is subscription-free. See toyota.com/entune for details.
- Predictive Efficient Drive⁹
- SofTex[®]-trimmed heated front seats with armrests and seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat
- Smart Key System³⁷ on three doors with Push Button Start and remote illuminated entry
- Qi-compatible wireless smartphone charging¹⁸ with charge indicator light



Advanced

Adds to or replaces features offered on Premium

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg³¹
- 133 EPA-estimated MPGe⁴
- 640-mile EPA-estimated total driving range²
- 25-mile EPA-estimated EV Mode¹ driving range³

Exterior Features

- Integrated LED fog lights and LED accent lights
- Rain-sensing variable intermittent windshield wipers

Interior Features

- Entune™ Premium JBL[®] Audio with Integrated Navigation⁶ App Suite⁵ and Prime Apps⁸ — includes Entune™ Multimedia Bundle⁴³ (**11.6-in. HD multimedia display**, AM/FM, MP3/WMA playback capability, ten JBL[®] GreenEdge™ speakers, auxiliary audio jack, USB 2.0 port¹⁴ with iPod^{®44} connectivity and control, advanced voice recognition,³⁵ hands-free phone capability, phone book access and music streaming¹⁶ via *Bluetooth*^{®15} wireless technology), Siri[®] Eyes Free,³² Entune[®] App Suite⁵; HD Radio™³⁴ Technology, HD Radio™ Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, Gracenote[®] album cover art, integrated backup camera¹² display and Prime apps⁸ (Remote Charge Management, Charging Station Map, ECO Dashboard, Remote Climate⁷ and Vehicle Finder) with 3-year complimentary trial. Access to Entune[®] App Suite⁵ is subscription-free. See toyota.com/entune for details. Access to Prime apps⁸ requires an active Safety Connect^{®45} subscription after the 3-year complimentary trial. See toyota.com/safety-connect for details.
 - Heated steering wheel
 - Auto-dimming rearview mirror with HomeLink^{®46} universal transceiver
 - Cargo area heavy sliding tonneau cover
- ### Safety Features
- Safety Connect^{®45} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary 3-year trial subscription.) See toyota.com/safety-connect for details.
 - Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense™ P (TSS-P)¹³ alerts
 - Intelligent Clearance Sonar (ICS)¹⁰ with Intelligent Parking Assist (IPA)¹¹
 - Blind Spot Monitor (BSM)²⁹ and Rear Cross-Traffic Alert (RCTA)³⁰

Color



Blue Magnetism



Hypersonic Red⁴⁷



Magnetic Gray Metallic



Classic Silver Metallic



Titanium Glow



Blizzard Pearl⁴⁷

Trim

Also available in



Plus fabric shown in Black



Moonstone fabric



Premium and Advanced SofTex[®] shown in Black



Moonstone SofTex[®]

Wheel



15-in. 5-spoke alloy wheel with two-tone wheel cover

Add the final touch to your Prius Prime with a wide range of available Genuine Toyota Accessories. Make your Prime reflect your personal style. Some accessories may not be available in all regions of the country. For a complete list of accessories, go to toyota.com/prius-prime or see your Toyota dealer for details.

15-in. 10-spoke alloy wheels
Alloy wheel locks
All-weather floor liners⁴⁸
Body side moldings
Cargo cross bars
Cargo tote¹⁷

Cargo tray plus¹⁷
Carpet cargo mat
Carpet floor mats⁴⁸
Coin holder/ashtray cup
Door edge guards
Emergency assistance kit

First aid kit
Illuminated doorsills
Paint protection film⁴⁹
Rear bumper appliqué
Remote engine starter⁵⁰
Security system with glass breakage sensor⁵¹

Side splitter
Universal tablet holder
Wheel locks



Body side moldings



Rear bumper appliqué



Cargo cross bars



Side splitter

All-weather floor liners⁴⁸Carpet floor mats⁴⁸

Illuminated doorsills



15-in. 10-spoke alloy wheels

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

1. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in EV Mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. Prime's EV Mode has an EPA-estimated driving range of 25 miles, allowing it to work under certain conditions at full highway speeds. EV Mode range will vary and is dependent upon many factors, including charging practice, driving style, road/traffic conditions, outside temperature, air conditioning control levels, payload/cargo weight, proper tire pressure, vehicle maintenance and battery age. Battery capacity will decrease with time and use. See *Owner's Manual* for details. 2. 2017 Prius Prime EPA-estimated total range rating when fully charged and with a full tank of gas. Excludes driving conditions. Actual mileage will vary. 3. Calculations based on 2017 Prius Prime EPA-estimated EV Mode range of 25 miles when vehicle is fully charged. Excludes driving conditions. Actual mileage traveled in EV Mode will vary and is dependent on many factors such as traffic, road and weather conditions, vehicle maintenance, driving speed and cargo load. 4. 2017 Prius Prime EPA-estimated MPGe. Actual MPGe will vary and is dependent upon many factors, including charging practice, driving style, road/traffic conditions, outside temperature, air conditioning control levels, payload/cargo weight, proper tire pressure, vehicle maintenance, battery age and changes in energy costs. Battery capacity will decrease with time and use. For more information on MPGe and range, please see www.fueleconomy.gov. 5. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 6. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for details. 7. Maximum operation duration of this system is ten minutes. System may not operate if the hybrid battery is under load or if the battery charge is low. While plugged in, this system operates using power from grid. See *Owner's Manual* for details. 8. Requires active subscription to Safety Connect[®] and download of Entune[®] App Suite to compatible smartphone. 9. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., Predictive Efficient Drive may not work as intended. See *Owner's Manual* for details. 10. Intelligent Clearance Sonar (ICS) is designed to assist drivers in avoiding potential collisions at speeds of 9 mph or less. Certain vehicle and environmental factors, including an object's shape and composition, may affect the ability of the ICS to detect it. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for details. 11. The Intelligent Parking Assist system requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. 12. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Environmental conditions may limit effectiveness and view may become obscured. See *Owner's Manual* for details. 13. Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the system(s) may not work as intended. See *Owner's Manual* for details. 14. May not be compatible with all mobile phones, MP3/WMA players and like models. 15. Concentrating on the road should always be your first priority while driving. Do not use the hands-free phone system if it will distract you. The Bluetooth[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth[®]-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 16. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 17. Cargo and load capacity limited by weight and distribution. 18. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. To prevent damage to devices, do not leave the devices in the vehicle. Temperature inside may become high, resulting in damage to the device. 19. A heavier-duty wall receptacle with GFCI (Ground-Fault Circuit Interrupter) and a dedicated circuit are recommended but not required. 20. The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See *Owner's Manual* for details. 21. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions. See *Owner's Manual* for details. 22. Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions. It provides a visual and audible alert and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors. See *Owner's Manual* for details. 23. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for details. 24. Full-Speed Range Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. System effectiveness depends on many factors, such as weather, traffic and road conditions. See *Owner's Manual* for details. 25. Vehicle Stability Control is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. See *Owner's Manual* for details. 26. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. See *Owner's Manual* for details. 27. Smart Stop Technology[®] operates only in the event of certain contemporaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology[®] is not a substitute for safe and attentive driving and does not guarantee instant stopping. See *Owner's Manual* for details. 28. All the airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: typically, frontal and knee airbags inflate in frontal collisions, side torso and side curtain airbags inflate in side collisions and roll-sensing curtain airbags inflate at a severe roll angle or roll rate. To decrease the risk of injury from an inflating airbag, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating airbag may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 29. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection, range and clarity of the monitor. See *Owner's Manual* for details. 30. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. See *Owner's Manual* for details. 31. 2017 Prius Prime EPA-estimated mpg. Actual mpg will vary based on driving habits, weather, temperature and road/traffic conditions. For more information on mpg, please see www.fueleconomy.gov. 32. Always drive safely, obey traffic laws and focus on the road while driving. Siri[®] is available only on iPhone[®] 4S or later, iPad[®] with Retina[™] display, iPad mini,[™] and iPod touch[®] (5th generation) and requires Internet access. Siri[®] is not available in all languages or all areas, and features vary by area. Some Siri[®] functionality and commands are not accessible in the vehicle. Data charges may apply. See apple.com and phone carrier for details. Siri[®] is a registered trademark of Apple Inc. 33. SiriusXM[®] services require a subscription after 3-month trial period. **Subscriptions governed by SiriusXM[®] Customer Agreement available at www.siriusxm.com. If you decide to continue your SiriusXM[®] service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 34. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. HD Radio[™] Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio[™] and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 35. Advanced voice recognition capabilities vary by head unit. 36. PANDORA[®] the PANDORA[®] logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 37. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 38. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See *Owner's Manual* for details. 39. This device is not a substitute for safe driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects and to drive the vehicle in a safe and prudent manner to avoid making contact. 40. Hill Start Assist Control is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. See *Owner's Manual* for details. 41. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org. 42. An additional year of roadside assistance is included, for a total of 3 years from date of first use. Does not include parts and fluids. Valid only in the continental U.S. and Alaska. 43. Entune[™] is a trademark of Toyota Motor Corporation. Always drive safely, obey traffic laws and focus on the road while driving. Services vary by phone/carrier. Functionality depends on many factors. Services subject to change. For enrollment and more details, see toyota.com/entune. 44. iPod[®] and iPhone[®] are registered trademarks of Apple Inc. All rights reserved. 45. Contact with the Safety Connect[®] response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. A variety of subscription terms is available; charges vary by subscription term selected. 46. HomeLink[®] and the HomeLink[®] house icon are registered trademarks of Genex Corporation. 47. Extra-cost color. 48. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with fasteners. Do not install a floor mat on top of an existing floor mat. 49. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. 50. Key fob design varies by model. Available for vehicles with keyless entry only. 51. Available only for vehicles equipped with factory security and factory remote keyless entry system or Smart Key System. 52. Based on manufacturers' data, as of August 2016, for cargo area behind second-row seats, 19.8 cu. ft. from fueleconomy.gov, non-luxury plug-in hybrids. 53. EV Auto Mode requires some level of charge to activate EV Mode driving, and will trigger the engine as the battery drains, especially when accelerating. There are limited driving conditions — largely due to climate and temperature — that may require EV Auto Mode to turn off. See *Owner's Manual* for details.

Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

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